

Stay ready.

Your next opportunity won't wait.

FAITH / STRATEGY / PRACTICE

READ MATTHEW 25:1-13

"Watch therefore, for ye know neither the day nor the hour wherein the Son of man cometh."

MATTHEW 25:13

Preparation is the ultimate differentiator in business. In Matthew 25:13, the warning to "keep watch" because you do not know the day or the hour translates directly to the modern marketplace: opportunities, crises, and market shifts arrive unexpectedly, and you cannot successfully prepare for them after they have already arrived.

For consultants and business professionals, "oil" represents your intellectual capital, operational readiness, and strategic reserves. If you wait until a crisis hits or a major prospective client calls to build your resources, it is already too late.

Why preparation is non-negotiable

01 Own your readiness

Just as the foolish virgins could not borrow oil at the last minute, a consultant cannot "borrow" expertise during a high-stakes client pitch. True authority must be cultivated in advance.

02 Be ready for the opportunity

In business, sudden opportunities - a sudden Request for Proposal (RFP), an unexpected investor meeting, or a sudden market gap favour the prepared. If you are scrambling to get organized, a prepared competitor will take your place.

03 Build buffers before the storm

Market downturns, regulatory changes, or losing a key client happen unexpectedly. True professionals survive because they built buffers before the storm hit.

Build your oil reserves.

To ensure you are never caught off guard, embed preparation into your daily, weekly, and quarterly business workflows:

01 Build your credential bank

Do not wait for a client to ask for proof of your expertise to start gathering it.

Action: Maintain an updated repository of case studies, white papers, formatted resumes, and testimonials.

Cadence: Dedicate one hour every Friday to document recent project wins, metrics achieved, and frameworks developed while they are still fresh in your mind.

02 Plan before things go wrong

Most businesses only do "post-mortems" after something goes wrong. Prepared professionals anticipate failure before it happens.

Action: Before launching any major project or consulting engagement, gather your team and ask: "Assume it is six months from now and this project completely failed. What went wrong?"

Result: Map out those risks and build mitigation workflows immediately.

03 Protect your runway

Just as the foolish virgins ran out of fuel, businesses frequently fail because they run out of cash or operational capacity during a delay.

Action: Maintain a 3 to 6-month cash reserve exclusively for business operations. Operationally, cross-train your team members so that if a key person suddenly departs, your service delivery does not grind to a halt.

04 Keep scanning the horizon

"Keeping watch" in business means staying ahead of industry trends, technological disruptions (like AI), and macroeconomic shifts.

Action: Block out two hours every week strictly for non-urgent strategic thinking, reading industry research, or learning a new skill relevant to your niche. Treat this time as sacred.



MEET YOUR GUIDE

Wilfred Neneh Addico

Wilfred Neneh Addico helps organisations strengthen governance, navigate risk and turn strategy into results. A Chartered Accountant and Chartered Tax Practitioner, he advises on compliance, fintech, cybersecurity, ESG and business performance.

His credentials include CA, ATP, Chartered Dip. ESG, CISA, CRISC, and ISO/IEC 27001 and ISO/IEC 42001 Lead Auditor qualifications, complemented by data science training from MIT, USA. An ordained Reverend Minister, executive trainer and life coach, Wilfred is equally committed to developing people. Through WINADA Foundation, he works with 18 senior business leaders to mentor 46 young people, building the skills, character and confidence to thrive.

COACHING / COUNSELLING / BUSINESS ADVISORY

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